

PTO/SB/01 (10-01)
Approved for use through 10/31/2002. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE and to a collection of information unless it contains a valid OMB control number.

Under the Paperwork Reduction Act of 1995, no persons are

1007P0010US Attorney Docket Number DECLARATION FOR UTILITY OR **First Named Inventor** Marotta, Leonard **DESIGN** PATENT APPLICATION **COMPLETE IF KNOWN** (37 CFR 1.63) 063,040 **Application Number** Filing Date March 14, 2002 Declaration Declaration Submitted after Initial Submitted Art Unit 2161 Filing (surcharge with Initial (37 ČFR 1.16 (e)) Filing Unknown required) **Examiner Name**

As the below named inventor, I hereby declare that:										
My residence, mailing address, and citizenship are as stated below next to my name.										
believe I am the original and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:										
A Content Submission	A Content Submission And Distribution System For Use In Clearing Advertisement Spots									
	(Title of the	Invention)								
the specification of which										
is attached hereto										
OR [
X was filed on (MM/DD/YYYY)	March 14, 2002	2 as United States	Application Number	or PCT International						
L										
1										
Application Number 10/063,	040 and was amend	ded on (MM/DD/YYYY)		(if applicable).						
I hereby state that I have reviewed ar	and understand the contents	of the above identified spec	ification including t	he claims, as amended by						
any amendment specifically referred to	above.	or the above identified spec	meadon, meddang t	ne dains, as amended by						
I acknowledge the duty to disclose info applications, material information which	ormation which is material to became available between	o patentability as defined in	37 CFR 1.56, inclu	ding for continuation-in-part						
international filing date of the continua	ation-in-part application.									
I hereby claim foreign priority benefits breeder's rights certificate(s), or 365(a) of any PCT internationa	il application which designa	ted at least one c	ountry other than the United						
States of America, listed below and h breeder's rights certificate(s), or any claimed.	PCT international applicati	by checking the box, any to ion having a filing date bet	oreign application to fore that of the ap	or patent, inventor's or plant plication on which priority is						
Prior Foreign Application		Foreign Fillng Date	Priority	Certified Copy Attached?						
Number(s)	Country	(MM/DD/YYYY)	Not Claimed	YES NO						
,										
Additional foreign application num	bers are listed on a supple	emental priority data sheet F	TO/SB/02B attache	ed hereto:						

[Page 1 of 3]



PTO/SB/01 (10-01)

Approved for use through 10/31/2002. OMB 0651-0035

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Direct all correspondence to: Customer Number or Bar Code La			OR X Co	rrespondence address below				
Name Robert B. Polit, Polit & Associate	es, LLC							
3333 Warrenville Road Address Suite 520								
City Lisle		State	IL	ZIP 60532				
Country US Te	elephone 630-50	15-1460	0	Fax 630-505-1464				
I hereby declare that all statements made herein of my are believed to be true; and further that these stateme made are punishable by fine or imprisonment, or both, validity of the application or any patent issued thereon.	nts were made wit	th the kn	nowledge that willful false	statements and the like so				
NAME OF SOLE OR FIRST INVENTOR:	A petition I	has be	en filed for this unsig	ned inventor				
Given Name (first and middle [if any]) Leonard								
Inventor's Signature			¥2.50	Date				
Residence: City Richmond	State CA		Country US	Citizenship US				
c/o Digital Generation Syste	ms, Inc.							
city Reno	State NV		zip 89501	Country US				
NAME OF SECOND INVENTOR:	A petition ha	s been	filed for this unsigne	ed inventor				
Given Name (first and middle [if any]) Robert Hall		Family or Surr	**					
Inventor's Signature				Date				
Residence: City Coppell	State TX		Country US	Citizenship US				
c/o Digital Generation System Mailing Address 300 E. Second Street	ns, Inc.							
City Reno	State NV		ZIP 89501	Country US				
\overline{X} Additional inventors are being named on the $\overline{1}$ su								



Please type a plus sign (+) inside this box +

PTO/SB/02A (11-00)
Approved for use through 10/31/2002. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

DECLARATION

ADDITIONAL INVENTOR(S) Supplemental Sheet Page 1 of 1

Name of Additional Joint Inventor, if a	ny:		A petition has been filed for this unsigned inventor						
Given Name (first and middle [if any])		Family I	Name or S	Surname				
Stephen E.		Bea	ard						
Inventor's Signature		-	pr 11 12 12 12 12 12 12 12 12 12 12 12 12		Date				
Residence: City Walnut Creek	State CA	.	Country US		Citizenship US				
Mailing Address c/o Digital Generation Systems, Inc.									
Mailing Address 300 E. Second St.				- 					
City Reno	State NV	<i></i>	ZIP 89501	Count	y US				
Name of Additional Joint Inventor, if ar	ıy:		A petition has been filed for this unsigned inventor						
Given Name (first and middle [if any])		Family N	lame or S	urname				
Mahesh			Kheny						
Inventor's Signature					Date 5/17/02				
2762 VISTA DIABLO CT Residence: City Walnut Creck PLEASANTO)	State CA		Country US	Citizenship India					
Mailing Address c/o Digital Generation Sys	tems, Inc.			·····					
Mailing Address 300 E. Second St.									
city Reno	State NV	r	ZIP 89501	Cou	ntry US				
Name of Additional Joint Inventor, if ar	ıy:		☐ A petition has been filed for this unsigned inventor						
Given Name (first and middle [if any])			Family Name or Surname						
Inventor's Signature					Date				
Residence: City	State		Country Citizenship						
Mailing Address									
Mailing Address									
City	State		ZIP	Co	untry				

PTO/SB/01 (10-01)

ORIGINAL

Approved for use through 10/31/2002. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE respond to a collection of information unless it contains a valid OMB control number. Under the Paperwork Reduction Act of 1995,

DECLARATION FOR UTIL DESIGN PATENT APPLICATION (37 CFR 1.63)

Declaration Submitted with Initial Filing

Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)

Attorney Docket Number		1007P0010US		
First Named Invento	r	Marotta, Leonard	1	
COMPL	ETEIF	KNOWN		
Application Number				
Filing Date	Marc			
Art Unit	2161			
Examiner Name	Unkı	nown		

As the below named inventor, I hereby declare that:									
My residence, mailing address, and citizenship are as stated below next to my name.									
I believe I am the original and first inv	I believe I am the original and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:								
A Content Submission	n And Distribution S	System For Use In Cl	earing Advert	isement Spots					
	(Title of the	Invention)							
the specification of which is attached hereto OR X was filed on (MM/DD/YYYY) March 14, 2002 as United States Application Number or PCT International Application Number 10/063,040 and was amended on (MM/DD/YYYY) (if applicable). I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above. I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filling date of the prior application and the national or PCT									
I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.									
Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached? YES NO					
	-								
Additional foreign application num	nbers are listed on a supple	emental priority data sheet F	PTO/SB/02B attache	ed hereto:					

[Page 1 of 3]

PTO/SB/01 (10-01)

Approved for use through 10/31/2002. OMB 0651-0032

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Direct all correspondence to: 1	r Number ode Label			OR X Con	respondence address below			
Name Robert B. Polit, Polit & Asse	ociates.	LLC						
3333 Warrenville Road Address Suite 520								
City Lisle		,	State	IL	zip 60532			
Country US	Tele	phone 630-50:	5-1460)	Fax 630-505-1464			
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.								
NAME OF SOLE OR FIRST INVENTOR	R: [A petition h	nas bee	en filed for this unsig	ned inventor			
Given Name (first and middle [if any]) Leonard Family Name or Surname Marotta								
Inventor's Signature	r are	de		4111	Date 5/16/02			
Residence: City Richmond		State CA		Country US	Citizenship US			
c/o Digital Generation Malling Address 300 E. Second St.	Systen	ns, Inc.						
city Reno		State NV		zip 89501	Country US			
NAME OF SECOND INVENTOR:		A petition ha	s been	filed for this unsigne	ed inventor			
Given Name (first and middle [if any]) Robert Hall			Family or Sur	Name Name Howard				
Inventor's Signature Date								
Residence: City Coppell		State TX		Country US	Citizenship US			
c/o Digital Generation Systems, Inc. Mailing Address 300 E. Second Street								
City Reno	_	State NV		ZIP 89501	Country US			
X Additional inventors are being named on the	1 sur		onal Inve	entor(s) sheet(s) PTO/SB/				



Please	type	а	plus	sign	(+)	inside	this	box	-	+
--------	------	---	------	------	-----	--------	------	-----	---	---

PTO/SB/02A (11-00)
Approved for use through 10/31/2002. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number

DECLARATION

ADDITIONAL INVENTOR(S) Supplemental Sheet Page 1 of 1

<u> </u>									
Name of Additional Joint Inventor, if a	A petition has been filed for this unsigned inventor								
Given Name (first and middle [if any])			Family	y Name o	r Su	rname		
Stephen E.			Bear	rd					
Inventor's Signature							Date		
Residence: City Walnut Creek	Stat	te CA		Country US		c	Canada itizenship IIS		
Mailing Address c/o Digital Generation Systems, Inc.									
Mailing Address 300 E. Second St.									
City Reno	Stat	te NV		ZIP 89501	Cou	ntry	US		
Name of Additional Joint Inventor, if a	ny:			A petition has been	n filed for	this	unsigned inventor		
Given Name (first and middle [if any])			Family	y Name o	r Su	rname		
Mahesh		Kheny							
Inventor's Signature		,					Date		
Residence: City Walnut Creek	Sta	_{tte} CA		Country US			Citizenship India		
Mailing Address c/o Digital Generation Sys	stems	, Inc.							
Mailing Address 300 E. Second St.			in.			**********			
City Reno	Sta	ate NV		ZIP 89501	С	oun	try US		
Name of Additional Joint Inventor, if a	ny:			A petition has been	filed for t	his u	unsigned inventor		
Given Name (first and middle [if any])		Family Name or Surname						
Inventor's Signature					Date				
Residence: City	Country				Citizenship				
Mailing Address									
Mailing Address									
City	State					Cou	intry		



PTO/SB/01 (10-01)

Approved for use through 10/31/2002. OMB 0651-0032

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons all required to remond to a collection of information unless it contains a valid OMB control number.

DECLARATION FOR UTILITY OR DESIGN PATENT APPLICATION (37 CFR 1.63)

Declaration
Submitted
with Initial
Filing

or \[\bar{\lambda}

Declaration
Submitted after Initial
Filing (surcharge
(37 CFR 1.16 (e))
required)

condition a concention of information	nauon u	micss it contains a valid Olvid Control Humber.				
Attorney Docket Nu	mber	1007P0010US				
First Named Invento	r	Marotta, Leonard				
COMPLETE IF KNOWN						
Application Number	10 / 063,040					
Filing Date	March 14, 2002					
Art Unit	2161					
Examiner Name	Unk	nown				

As the below named inventor, I hereby declare that:									
My residence, mailing address, and citizenship are as stated below next to my name.									
I believe I am the original and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:									
A Content Submission And Distribution System For Use In Clearing Advertisement Spots									
(Title of the Invention)									
the specification of which									
is attached hereto									
OR									
x was filed on (MM/DD/YYYY) March 14, 2002 as United States Application Number or PCT International									
Application Number $10/063,040$ and was amended on (MM/DD/YYYY) (if applicable).									
I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.									
I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.									
I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.									
Prior Foreign Application Number(s) Foreign Filing Date (MM/DD/YYYY) Not Claimed YES NO									
Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:									

[Page 1 of 3]



PTO/SB/01 (10-01)

Approved for use through 10/31/2002. OMB 0651-0032

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Direct all correspondence to: Customer Num or Bar Code La			OR X Co	rrespondence address below				
Name Robert B. Polit, Polit & Associat	es, LLC							
3333 Warrenville Road Address Suite 520								
City Lisle		State]	IL	zip 60532				
Country US	elephone 630-50	<u>5-1460</u>)	Fax 630-505-1464				
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.								
NAME OF SOLE OR FIRST INVENTOR :	A petition I	nas bee	n filed for this unsig	ned inventor				
Given Name (first and middle [if any]) Leonard		Family or Surr						
Inventor's Signature	•			Date				
Residence: City Richmond	State CA		Country US	Citizenship US				
c/o Digital Generation System Malling Address 300 E. Second St.	ms, Inc.							
city Reno	State NV		zip 89501	Country US				
NAME OF SECOND INVENTOR:	A petition has	s been f	filed for this unsigne	d inventor				
Given Name (first and middle [if any]) Robert Hall		Family N	~~ .					
Inventor's Signature				Date				
Residence: City Coppell	State TX		Country US	Citizenship US				
c/o Digital Generation System Mailing Address 300 E. Second Street								
city Reno	State NV	,	zip 89501	Country US				
\overline{X} Additional inventors are being named on the 1 _su								



Please type a plus sign (+) inside this box +

PTO/SB/02A (11-00)
Approved for use through 10/31/2002. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number

DECLARATION

ADDITIONAL INVENTOR(S) Supplemental Sheet Page 1 of 1

Name of Additional Joint Inventor, if	A petition has been filed for this unsigned inventor						
Given Name (first and middle [if a			Family Nam	ne or S	Surname		
Stephen E.			Be	ard			
Inventor's Signature Stephen Bou	لمر						Date May 24/02
Residence: City Walnut Creek	Sta	ate CA		Country US			Date May 24/02 Citizenship CAMOIA
Mailing Address c/o Digital Generation S	ystem	s, Inc.					
Mailing Address 300 E. Second St.							
City Reno	St	ate NV		ZIP 89501	. c	ounti	y US
Name of Additional Joint Inventor, if	any:			A petition has	been filed	for thi	s unsigned inventor
Given Name (first and middle [if ar	Family Name or Surname						
Mahesh]	Kheny			
Inventor's Signature							Date
Residence: City Walnut Creek	Sta	ate CA		Country US			Citizenship India
Mailing Address c/o Digital Generation S	ystems	s, Inc.					
Mailing Address 300 E. Second St.							
city Reno	St	ate NV		zip 8950	1	Cou	ntry US
Name of Additional Joint Inventor, if	any:			A petition has t	een filed fo	or this	unsigned inventor
Given Name (first and middle [if any	<u>(1)</u>		Family Name or Surname				
Inventor's Signature	T						Date
Residence: City	State			Country			Citizenship
Mailing Address				·			
Mailing Address						·	
City	State)		ZIP		Cou	untry

Under the Paperwork Reduction Act of 1995, no persons are required to respon

DECLARATION FOR UTILITY OR **DESIGN** PATENT APPLICATION (37 CFR 1.63)

Declaration Submitted with Initial Filing

OR

Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)

U.S. Patent and Tra	demark (mation ur	PTO/SB/01 (10-01) for use through 10/31/2002. OMB 0651-0032 Office; U.S. DEPARTMENT OF COMMERCE nless it contains a valid OMB control number.			
Attorney Docket Nu	mber	1007P0010US	8 32 8 32		
First Named Inventor		Marotta, Leonard	200		
COMPLETE IF KNOWN					
Application Number		10 / 063,040	1 88		
Filing Date	Marc				
Art Unit	2161	1			
Examiner Name	Unkr	nown)		

As the below named inventor, I hereb	by declare that:								
My residence, mailing address, and citizenship are as stated below next to my name.									
I believe I am the original and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:									
A Content Submission									
	(Title of the Invention)								
the specification of which	•								
is attached hereto									
OR									
· X was filed on (MM/DD/YYYY)	March 14, 2002	2 as United States	Application Number	or PCT International					
Application Number 10/063,040 and was amended on (MM/DD/YYYY) (if applicable). I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.									
I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.									
I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.									
Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached? YES NO					
Additional foreign application number	ers are listed on a supple	mental priority data sheet F	TO/SB/02B attache	ed hereto:					

PTO/SB/01 (10-01)

Approved for use through 10/31/2002. OMB 0651-0032

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Direct all correspondence to: Customer Num or Bar Code La			OR	X Cor	respondence address below			
Name Robert B. Polit & Associates, LLC								
3333 Warrenville Road Address Suite 520		1			-			
City Lisle		State II	L		ZIP 60532			
Country US	elephone 630-505	5-1 <u>460</u>	<u></u> -		Fax 630-505-1464			
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.								
NAME OF SOLE OR FIRST INVENTOR:	A petition ha	as been	filed for th	is unsigr	ned inventor			
Given Name (first and middle [if any]) Leonard Family Name or Surname Marotta								
Inventor's Signature Date								
Residence: City Richmond	State CA	te CA Country US			Citizenship US			
c/o Digital Generation Syste Malling Address 300 E. Second St.	ms, Inc.	 -						
city Reno	State NV	z	IP 89501		Country US			
NAME OF SECOND INVENTOR:	A petition has			unsigne				
Given Name (first and middle [if any]) Robert Hall Family Name or Surname Howard								
Inventor's Signature Wheet Hold How				Date 5/14/02				
Residence: City Coppell	State TX	Co	ountry US		Citizenship US			
c/o Digital Generation Systems, Inc.								
Mailing Address 300 E. Second Street	T							
city Reno	State NV	ZIF	P 89501		Country US			
X Additional inventors are being named on the 1 _supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.								

Please	type	а	plus	sign	(+)	inside	this	box	\longrightarrow	+	I
--------	------	---	------	------	-----	--------	------	-----	-------------------	---	---

PTO/SB/02A (11-00)
Approved for use through 10/31/2002. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

DECLARATION

ADDITIONAL INVENTOR(S) Supplemental Sheet Page 1 of 1

Name of Additional Joint Inventor, if any:									
Given Name (first and middle [if ar		Family Name or Surname							
Stephen E.			Beard						
Inventor's Signature		Date							
Residence: City Walnut Creek State CA				Country US		Citizenship US			
Mailing Address c/o Digital Generation Systems, Inc.									
Mailing Address 300 E. Second St.									
City Reno	City Reno State NV			ZIP 89501 Country US					
Name of Additional Joint Inventor, if a	ıny:		A petition has been filed for this unsigned inventor						
Given Name (first and middle [if an	y])		\Box	Family Nam	e or S	urname			
Mahesh Kheny									
Inventor's Signature						Date			
Residence: City Walnut Creek State CA			Country US			Citizenship India			
Mailing Address c/o Digital Generation Sy	stem!	s, Inc.							
Mailing Address 300 E. Second St.									
City Reno	city Reno State NV			ZIP 89501	Cou	ntry US			
Name of Additional Joint Inventor, if any:									
Given Name (first and middle [if any])				Family Name or Surname					
Inventor's Signature	Date								
Residence: City State			Country Citizenship						
Mailing Address									
Mailing Address				<u> </u>	T				
City	State			ZIP	Col	intry			